BDUK Broadband Delivery Project

Broadband Leicestershire
April 2012

Final Submission (v.4) - APPROVED

FOI REDACTED

Guidance on the Application Process is available at: www.culture.gov.uk

Bids should aim to be no more than 40 pages long. In addition you may append mapping information and project plans.

DCMS aims to improve the quality of life through cultural and sporting activities, to support the pursuit of excellence and to champion the tourism, creative and leisure industries.
APPLICANT INFORMATION

Project Name: Broadband Leicestershire

Lead organisation - include address with and postcode and type of organisation (eg Local Authority, LEP):
Leicestershire County Council

Lead Contact Details (Name) and position held: REDACTED

Contact telephone number: 0116 305 6179

Email address: REDACTED

Postal address:
Chief Executive's Department
Leicestershire County Council
Room G49
County Hall
Glenfield
Leicestershire
LE3 8RA

If the bid is a joint proposal, please enter the names of all participating bodies and specify the co-ordinating authority

Start Date of Project: (day/month/year)
1st February 2012

End Date of Project: (day/month/year)
31st March 2015
SECTION A – PROJECT OVERVIEW

A1 Vision and Strategic Context

Summary
The delivery of super-fast broadband across Leicestershire is viewed as critical to the growth of our economy and will help improve the quality of life for all Leicestershire residents. This ambitious plan covers the Leicestershire County area including 7 District Councils and Leicestershire County Council (LCC). It is supported by Leicestershire Together, the integrated commissioning partnership, which includes the Leicester and Leicestershire Enterprise Partnership. It is further supported by our 7 MPs and has been developed with input from local businesses and communities. To demonstrate the commitment of partners it is backed by a multi-million contribution (capital and revenue) to deliver on our vision to secure super-fast broadband connectivity to all Leicestershire premises by 2017, subject to securing necessary funding. Leicestershire County Council is leading this programme on behalf of partners.

Leicestershire has a broad business base with significant economic growth potential – ranging from home-based businesses to large development sites. Strong, active communities have been central to the development of this bid and are leading the push for super-fast broadband (SFBB). Public sector organisations are committed to transforming services to make best advantage of new digital technologies. Our priorities will focus on ensuring support for an increasing ageing population, economic development, families with complex needs, offending rates, worklessness, and unhealthy lifestyles. We have established a strong partnership able to deliver our vision for a super-fast Leicestershire.

Leicestershire communities, businesses and public sector organisations have ambitious plans to ensure our County is vibrant, attractive, thriving and sustainable. SFBB rollout is an essential infrastructure which will help us realise our vision.

Vision for Broadband Leicestershire
Our Vision is to
"Deliver super-fast broadband to all Leicestershire premises by 2017, subject to securing necessary funding, through either a prime contractor or a sustainable community-led solution."

Our broadband aims
- Ensure access to significantly faster broadband for every business and community by 2015 across Leicestershire, with a minimum of 90% of the premises receiving super-fast broadband
- Deliver competitively priced broadband services through an open access network attracting, where possible, a wide range of retail service providers
- Work with public and voluntary sectors to deliver digital inclusion and transform access to services.
- Unlock Leicestershire’s economic growth potential, deliver digital inclusion and transform access to public services through the effective use of digital technologies.
- Close the Digital Divide between rural and urban areas in Leicestershire.
- Ensure deployment supports our ambitious environmental sustainability targets – including cutting carbon and improving the environment
### Our broadband targets
- Deliver 100% faster broadband speeds by 2015, with a minimum of 90% receiving super-fast broadband.
- Deliver 45% take-up of super-fast services, consisting of residential and business subscribers. 1
- Deliver super-fast broadband availability to all by 2017, subject to securing necessary funding.

A range of performance indicators will be developed to measure performance against our broadband vision. These will include availability, take-up, average speeds, service reliability, customer satisfaction, and pricing. Performance against strategic benefits, including economic growth and public sector efficiencies, will also be measured.

### Our Partnership Approach
A key strength of our proposal is the strong support from a diverse range of organisations and groups to work effectively in partnership to improve broadband connectivity – including public sector organisations, business groups, voluntary organisations and active community groups.

The Plan has the support of our 7 MPs, Leicestershire Together, the integrated commissioning partnership, which includes the Leicester and Leicestershire Economic Partnership (LLEP), all local authorities and wider public sector partners, key business sector organisations including the Business Council, Chamber of Commerce, IOD and FSB.

The priorities of the LLEP are to accelerate existing job growth, improve business survival and productivity, and facilitate sector development. The LLEP has identified that delivery of super-fast broadband is critical to achieving these priorities and has committed to work, through the Leicester Shire Business Council, who represent 8000 businesses, to deliver our vision.

Leicestershire’s local authorities are committed to help deploy super-fast broadband – a number have identified it as their top locality priority. Broadband is embedded within the Leicestershire Sustainable Community Strategy, emerging economic development plans and local development frameworks, relevant corporate strategies, and the Leicestershire Rural Framework. It is further supported by our wider public sector partners who identify that improved broadband will help transform public services – this includes plans to develop tele-health, improve law enforcement (e.g. “track my crime”), and further develop distance learning for adults and young people.

This plan has been developed by a steering group chaired by the County Council’s broadband portfolio holder. Members include the County Council’s Assistant Chief Executive, District Councils, community broadband groups, the Rural Community Council (Leicestershire and Rutland) with further input from businesses. This steering group will be developed as the Programme Broad.

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1 Percentage is the number of premises who take up enhanced super-fast broadband services of the total number of premises who have access.
Contribution to Government’s priorities
Delivering our plan will:

1) Increase coverage of super-fast broadband (SFBB) beyond the Government’s national target
2) Help to achieve channel shift targets by encouraging more people to understand the benefits of getting online in support of the national Race Online and Go ON campaigns.
3) Support delivery of the Big Society by supporting local digital champions and committing funding to ensure SFBB within the Final 10%.
4) Help deliver specific national Government programmes by committing to align deployment programme. E.g. Rural Growth Network, Growing Places
5) Contribute to the national economy by increasing GVA and facilitating economic growth.

Strategic need
Whilst it is estimated that the average broadband speed in Leicestershire is 7.4Mbit/s (Ofcom) this hides significant variation. Ofcom estimates that 14.3% of premises receive <2Mbit/s. SFBB has been rolled out to 64% of the population via BT or Virgin Media. This leaves c.36% at risk of not receiving market-led broadband.2 This roll-out is considered higher than actually experienced. BT has confirmed that it has either deployed, or committed to deploy, to 41% of Leicestershire premises and expects to be able to at least meet its Two Thirds target in Leicestershire by 2014.

BDUK data has identified that the average speed is 8Mbit/s. Indicative information from individual businesses and residents has identified that actual speeds are much lower.

Securing economic growth
Leicestershire has a diverse economy with a range of business sectors. The east of Leicestershire is primarily rural with a greater reliance of the land-based sector and poorer access to services. The economic structure of west is more aligned to urban areas, with significant pockets of remote rural areas. It also includes the emerging National Forest tourist destination within a coalfield regeneration area. Performance within more urban areas varies significantly – whilst some areas weathered the economic downturn others have suffered greatly.

- Improving business productivity: The output productivity in Leicestershire per worker in 2008 (GVA) was £19,104. This is below the England average of £21,049. Greater business efficiencies generated by improved broadband connectivity (e.g. availability, speeds) will help improve productivity.
- Strengthening our rural economy: There is significant opportunity to unlock rural Leicestershire’s economic potential. Broadband provision has been identified as a significant barrier and is included as one of Leicestershire Rural Partnership’s “BIG 7” strategic priorities. The LRP is currently commissioning targeted activity to support deployment within the most remote rural areas. Improved connectivity is critical to delivery of the LRP’s Rural Growth Network bid, focusing on the growth of the food and drink sector, which has been shortlisted by Defra. We have committed to deploy SFBB to ensure the success of the Growth Network if our bid is successful. Research has identified Leicestershire’s key rural growth sectors as land-based, food and drink, tourism

2 http://maps.ofcom.org.uk/broadband/
and equestrian – the growth of each is dependent on broadband connectivity. Generally the rural economy aligns to that of urban areas with a similar range of business sectors represented.

- **Supporting the self-employed and facilitating home-working**: there is an increasing number of people self-employed – especially following the recession and reducing public sector dependency. In Leicestershire 13% of employees are self-employed with the greatest concentration (20%) in Charnwood district. Many of those who are self-employed are home-based and rely on a residential broadband connection. Harborough, which is one of the most rural districts in the County has the highest concentration of home-based businesses outside London – 88% of the District’s businesses have less than 10 employees. There is, therefore, significant economic potential which can be released by improved connectivity. Across Leicestershire a significant proportion of self-employed are in the creative, knowledge-based sectors and they are more likely to have significant bandwidth requirements. Increasingly businesses are committed to supporting employees to work from home to improve efficiency. Furthermore, 71,000 Leicestershire residents commute into Leicester for work demonstrating how improved residential broadband would benefit the sub-regional economy.

- **Helping small and micro-businesses to grow**: There are 24,400 VAT registered businesses in Leicestershire. Our economy, especially in rural areas, predominately consists of small and micro businesses. There are some significant SME’s and small business development sites which are key employers in rural areas.

- **Driving inward investment**: Leicestershire’s central location and excellent communication links means it is an ideal location for inward investment. 1600 jobs have been created or safe-guarded through inward investment during 2009/10 and 2010/11 and this is likely to grow. MIRA’s successful bid for Enterprise Zone status will help encourage inward investment within the automotive research sector generating c.2000 new jobs. 12 infrastructure proposals have been submitted for Growing Places Funding in Leicestershire through the LLEP. These include strategic distribution, transport improvements, and regeneration projects. Furthermore, the LRP’s Rural Growth Network bid will help develop small economic hubs in rural areas. SFBB infrastructure will be critical to ensure the successful realisation of these programmes to achieve growth. A number of other high value inward investment opportunities are being supported across the county – including some advanced activity within the warehouse and distribution sector. There is also evidence that landowners in rural areas have converted redundant rural buildings for office developments but failed to secure tenants due to poor broadband connectivity.

- **Improving skills and wages**: Gross weekly pay by workplace is lower in Leicestershire than the England average – £470 compared to £504 respectively. All districts are below the England average – especially Melton at 20% lower. Gross weekly residential pay is similar to the England average. Whilst the sub-region boasts 3 excellent universities, graduate retention rates are falling – currently averaging at 34%. Loughborough University as the lowest retention. 21% of businesses have identified a skills shortage. Broadband will be essential to help support students develop business ventures within Leicestershire and encourage employees/employers to reduce the skills gap.

- **Tackling displacement to neighbouring areas**: Whilst there is a net-inward migration into rural areas – primarily older people and professional families - poor broadband connectivity means that those reliant on a good connection will seek to live elsewhere. This will impact on investment within rural areas and impact on the overall sustainability of our rural communities.

- **Supporting key growth sectors**: the LLEP has identified a number of key growth sectors. This includes food & drink manufacturing, distribution and logistics, tourism and
hospitality, knowledge-based, high-tech engineering, business services, environmental technologies, space and aerospace and creative design

- **Reducing public sector dependency**: Although Leicestershire has a lower public sector dependency than the England average the City has a higher dependency and current high numbers of public sector job cuts (7300 across the sub-region) are resulting in an increasing number of individuals exploring private and self-employment opportunities. This is especially the case in more remote rural areas where former public sector professionals are exploring consultancy ventures.

- **Statutory compliance to regulation**: Increasingly all businesses and residents are required to comply with Government regulations online – including self-assessment tax, agriculture payments, animal registration, car tax/tv licence. Many businesses struggle to undertake these activities expediently with poor and unreliable connections

**Underpinning public service transformation**

- **Flexible working policies**: Public sector organisations have flexible working policies to ensure effective home-working to improve productivity, reduce carbon emissions and reduce commuter trips. LCC, for example, offers Citrix network access to support flexible working.

- **Supporting delivery of adult social care services**: LCC’s adult social care service is adopting a policy automation tool to improve service delivery to ensure that residents get the best support appropriate to their needs.

- **Improved access to services**: Building on the successful Total Place pilot a dedicated joint programme has been developed to improve access to public sector services, increase efficiencies and encourage channel shift across a number of service areas. Activities include the development of a partnership online strategy, and efficiencies within the waste and recycling, and revenues and benefits services.

- **Education online**: The internet is an essential tool to access a wealth of learning and development opportunities for all. Super-fast broadband will ensure that young people are able to access the same educational services at home that they are within schools. Leicestershire County Council, our Universities and Colleges are all expanding their online learning platforms.

- **Capitalising on the Public Service Network**: Many East Midland authorities have committed to develop a Cabinet Office approved public service network. Procurement of the network included the requirement for suppliers to help enable community-led connectivity within remote rural areas where it offers a viable opportunity.

**Ensuring the vitality of our communities**

Our communities are increasingly identifying broadband connectivity (speed and reliability) as a key priority. With an increasing ageing rural population, reduced access to services (e.g. post office, village shop, job centre etc.) and the potential reduction in public transport and library services, online digital technologies are increasingly viewed as critical. Whilst businesses and public services are improving their online offer, many communities are not able to benefit from this provision.

- **Supporting community ICT provision**: LCC has developed an innovative ICT infrastructure which has provided each parish council and community with its own website. These are used to provide access to public services, enable residents to share local information, and encourage greater democratic engagement between local councils and their communities. Improved broadband will help ensure these sites can benefit from new digital services and technologies.
- **Tackling digital exclusion**: There is a need to ensure that all communities are able to access the same services as those within enabled areas. CLG’s 2009 report identified that 33% of Leicestershire residents are at risk of not receiving market-led Next Generation Access. Broadband provision and associated get-online support will help reduce digital exclusion and rural isolation.

- **Tackling pockets of deprivation and targeting support**: Whilst only 1.3% of neighbourhoods within Leicestershire are within the most deprived 20% nationally there are pockets of deprivation within urban and rural communities. 19 priority neighbourhoods have been identified in Leicestershire for targeted support. Furthermore, specialist provision is being made available under a community budgets pilot programme to help support families with complex needs through more joined up and targeted provision. Better broadband will enable better access to online support services for both target areas and individual families.

- **Delivering the Big Society**: We are committed to deliver the Big Society in Leicestershire and our broadband plan supports our wider Big Society aspirations. Building on our strong links with Leicestershire communities will be critical to the successful deployment of super-fast broadband. This will be critical in remote rural areas which could be reliant on a community-led solution to deliver super-fast broadband. Those Final 10% areas wishing to develop community-led schemes will be eligible for support from LCC’s Big Society Grant Fund to help develop a local solution. They will also be eligible for capital funding under LCC’s Connecting Leicestershire’s Communities fund to deploy super-fast broadband. This locally-funded programme will align to Defra’s RCBF.

- **Facilitating community engagement and volunteering**: Leicestershire is piloting an innovative new online social media platform – Think Leicestershire – to encourage volunteering, foster community cohesion and help encourage individuals to make a difference. Improved broadband connectivity will help realise the potential of this project.

- **Demonstrating the benefits of being online**: improvements to the broadband infrastructure will align with efforts to encourage greater online take-up. The national Race Online 2012 and Go ON campaigns will be supported through a range of activities including, for example, those led by the County Council’s library and adult education services.

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**A2 Background**

**Summary**

Broadband connectivity across Leicestershire varies significantly. Whilst some businesses and residents benefit from super-fast broadband, delivered by Virgin and BT, others struggle with the most basic internet functions such as e-mail. There is a growing digital divide in Leicestershire with many premises, primarily in rural areas, being left in the slow lane. BDUK data has identified that the market has committed to deliver SFBB to 48% of premises in Leicestershire and it is estimated that by 2015 this will extend to 70% of premises (i.e. 30% of premises are identified at risk of not receiving market-led broadband). Comparable Point Topic data has identified that Slow-Spots in Leicestershire could total 80,000 premises.

Appendix 1 illustrates that Not-Spots (<0.5Mbit/s) and Slow-Spots (<2Mbit/s) are distributed widely across Leicestershire.

**Slow speeds and unreliable connections**

BDUK data has identified that the average broadband speed in Leicestershire is 8Mbit/s.
There is, however, considerable variation in speeds with 1% of premises (2900) receiving 0Mbit/s and 5.5% (15700) receiving >22Mbit/s. Virgin Media’s network is available in all principal town centres, along the A6 corridor and within the periphery around Leicester – where residents can access speeds of between 50-100Mbit/s. There are some new housing estates in Virgin Media areas where cable has not been deployed as part of the development.

Ofcom has identified Leicestershire as 2/5 on their composite scale of broadband speed and availability (1 being most available/accessible). Ofcom estimates that the average speed is 7.4Mbits/s, 14.3% have connectivity speeds of less than 2Mbits/s. Super-fast broadband is available to 64% of the population and take-up is 70%. BT has identified that to date they have rolled out, or committed to rollout, SFBB to 47% premises in Leicestershire (February 2012).

Whilst data supplied by BDUK has been useful in modelling connectivity issues comparable data provided by Point Topic has identified that connectivity problems are more extensive.

- BDUK data shows that 2.8% (8000) of Leicestershire premises are within Not-Spots (<0.5Mbit/s) and 8.3% (23700) of premises are in Slow-Spot areas. Comparable Point Topic data has identified that this is far greater with 80,000 premises identified as Slow-Spots.
- 78,000 premises (70%) (or 190,000 residents) are at risk of not receiving market-led SFBB by 2015 (CLG 2009).

Table 1: SFBB delivered or committed in Leicestershire by the private sector by district (BDUK December 2011)

<table>
<thead>
<tr>
<th></th>
<th>SFBB delivered or committed</th>
<th>Premises which may not have SFBB</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% premises</td>
<td>No. premises</td>
</tr>
<tr>
<td>Blaby</td>
<td>40.3</td>
<td>16231</td>
</tr>
<tr>
<td>Charnwood</td>
<td>55.6</td>
<td>39628</td>
</tr>
<tr>
<td>Harborough</td>
<td>55.8</td>
<td>20975</td>
</tr>
<tr>
<td>Hinckley and Bosworth</td>
<td>48.9</td>
<td>23612</td>
</tr>
<tr>
<td>North West Leicestershire</td>
<td>68.3</td>
<td>28880</td>
</tr>
<tr>
<td>Melton</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Oadby and Wigston</td>
<td>17.5</td>
<td>8807</td>
</tr>
<tr>
<td><strong>Leicestershire</strong></td>
<td><strong>48.3</strong></td>
<td><strong>138,133</strong></td>
</tr>
</tbody>
</table>

Table 2: Distribution of delivery points in Leicestershire (Atkins from BDUK)

<table>
<thead>
<tr>
<th>Area</th>
<th>Distribution points (premises)</th>
<th>% of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>81,385</td>
<td>28%</td>
</tr>
<tr>
<td>Grey</td>
<td>117,402</td>
<td>41%</td>
</tr>
<tr>
<td>White</td>
<td>87,338</td>
<td>31%</td>
</tr>
</tbody>
</table>

Atkins has assessed that there is 87,338 premises within Leicestershire’s white areas compared to 81,396 by BDUK.

3 http://maps.ofcom.org.uk/broadband/
Long-line lengths
There is concern that many premises will not be benefit from a FTTC solution as modelled within the NDA data. Analysis has identified REDACTED premises are either Exchange Only or are >1.2km from their serving Cabinet. We have been advised that the degradation of connectivity over 1.2km of copper is such that a FTTC solution is no better than the existing ADSL service. Figures by District are included below.

Table 3: Premises at risk of not benefiting from FTTC deployment (BDUK) - REDACTED

<table>
<thead>
<tr>
<th>District</th>
<th>&gt;1.2km PC-Cab</th>
<th>Exchange Only</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blaby</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Charnwood</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Harborough</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hinckley and Bosworth</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Melton</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>North West Leicestershire</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oadby and Wigston</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leicestershire</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Current network infrastructure in Leicestershire
There are 64 exchanges in Leicestershire. These are all ADSL Max enabled. Of these 11 are SDSL enabled and 25 are Local-Loop Unbundled (LLU) exchanges. LLU exchanges are located in the principal town centres. In addition to BT, these exchanges in total provide services delivered by 7 different operators. 37 exchanges are Market 1 and therefore have no competitive provision beyond BT. 9 are Market 2 and 18 are Market 3. Market areas are illustrated in Appendix 2. BT has announced or deployed super-fast broadband to 18 exchanges in Leicestershire – see Appendix 3. These primarily are in urban areas but also include exchanges on the A6 corridor between Leicester and Loughborough and cover some villages around Leicester. A list of exchanges upgraded or to be upgraded in Leicestershire is included in Appendix 4. It is known that as part of the upgrade of individual exchanges not all cabinets will be upgraded and some exchange only lines will not benefit from improvements. BDUK are working with BT to identify specific delivery points which have not benefited as part of exchange upgrades. Exchanges and boundaries are identified in Appendix 5.

Virgin Media services are available to REDACTED of premises in Leicestershire - REDACTED residential and REDACTED non-residential premises. Virgin primarily has a presence within the County’s town centres. Virgin Media presence is illustrated in Appendix 6. Whilst connections are primarily in urban areas the Virgin backhaul network has some key routes within Leicestershire - opportunities to use this connectivity to provide community-led broadband are being explored – led by Diseworth village.

We are aware of a number of recent housing developments adjacent to existing urban areas where inadequate broadband connectivity has been provided. We are working with residents, developers and local planning authorities to seek solutions.

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4 Including Talk Talk, Orange, O2/Be Unlimited, AOL, Sky, Tiscali, Cable and Wireless.
There are 3 other networks in Leicestershire. These are:

- Buckminster Telecom. The Buckminster estate, within rural Melton, has contracted NextGenUs to deliver a fibre solution within the village using BT fibre. This will provide SFBB connectivity to key premises including a redundant rural building which is being converted for small business. Conversion costs are supported through a RDPE grant and the estate has committed initial funding for the connectivity. It is anticipated that the network will be live in early 2012. Phase 2 will deliver wireless to neighbouring estate villages once further funding is secured. LCC is providing indirect support including advice on access to the highway network.

- EMNET. This provides wireless connectivity for businesses from Nottingham City Centre. It extends into parts of north Charnwood, the Vale of Belvoir and North West Leicestershire. The service is being developed to provide bandwidths of up to 50Mbits/s available to business customers. [http://solutions.emnet.co.uk/](http://solutions.emnet.co.uk/). It is exclusively a business service.

- ADSL wireless schemes covering South Witham/Buckminster (Melton) and Woodhouse (Charnwood) are now no longer operational.

Leicestershire partners are also supporting three bids to the Defra RCBF. These are summarised below

- Disewired – FTTP solution with Virgin Media to deliver UFBB to 600 premises in Diseworth, North West Leicestershire.

- Northamptonshire County Council – FTTC upgrade of Rockingham exchange will include cabinet serving Great Easton and Bringham.

- Uppingham First – wireless mast in Uppingham could deliver SFBB to communities and businesses in east Harborough.

Mobile broadband is largely confined to 3G coverage of the town centres in Leicestershire.

The distribution of the number of premises per exchange varies greatly across Leicestershire. The smallest is Tugby with 230 lines, and the largest is Loughborough with 22,300 lines. 39 (61%) exchanges have less than 3,000 lines.

There are a number of Market 1 exchanges which serve a high proportion of non-residential (i.e. business) lines. In total there are 9 exchanges, all located in rural areas, where non-residential business lines represent over 10% of total lines.5

**Current super-fast broadband coverage**

BT has committed to deliver to Two Thirds of the UK population. Within Leicestershire, which generally is not as remote as other parts of the country, provision may extend beyond two thirds. Currently (Feb 2012) BT is delivering, or has committed to deliver, SFBB to 47% of Leicestershire premises. It is expected, therefore, that more BT exchanges/cabinets will receive an upgrade to SFBB on a commercial basis.

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5 Exchanges in order are Peatling Magna, Wymondham, Tilton, Somerby, Hungarton, Scalford, Husbands Bosworth, Thurlaston and Tugby
Table 4: Current and committed deployment of SFBB to premises by State Aid designation (BDUK)

<table>
<thead>
<tr>
<th>SFBB current and committed</th>
<th>Total</th>
<th>2X SFBB (black)</th>
<th>1x SFBB (grey)</th>
<th>No SFFB (white)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blaby</td>
<td>40258</td>
<td>2308</td>
<td>11964</td>
<td>25986</td>
</tr>
<tr>
<td>Charnwood</td>
<td>71307</td>
<td>28094</td>
<td>8264</td>
<td>34949</td>
</tr>
<tr>
<td>Harborough</td>
<td>37567</td>
<td>8062</td>
<td>11803</td>
<td>17702</td>
</tr>
<tr>
<td>Hinckley and Bosworth</td>
<td>48242</td>
<td>174432</td>
<td>4948</td>
<td>25862</td>
</tr>
<tr>
<td>North West Leicestershire</td>
<td>42285</td>
<td>20512</td>
<td>6225</td>
<td>15548</td>
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<tr>
<td>Melton</td>
<td>22966</td>
<td>0</td>
<td>0</td>
<td>22966</td>
</tr>
<tr>
<td>Oadby and Wigston</td>
<td>23500</td>
<td>5565</td>
<td>3007</td>
<td>14928</td>
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<tr>
<td>Leicestershire</td>
<td>286125</td>
<td>81973</td>
<td>46211</td>
<td>157941</td>
</tr>
</tbody>
</table>

Current Basic and Super-Fast Broadband coverage by state aid designation is included in Appendix 7 and Appendix 8.

**Future super-fast broadband coverage**

BDUK NDA data has identified REDACTED cabinets within the Final Third within Leicestershire as part of REDACTED exchange areas. The cost to deliver SFBB to the Final Third is estimated in excess of REDACTED.

Final Third cabinets are illustrated in Appendix 9. This map includes EO postcodes and long FTTC lines (>1.2km).

Appendix 10 shows modelled market-led broadband deployment to 45%, 65% and 90% - illustrating BT’s current deployment, BT’s deployment to Two Thirds and the Final 10%.

Table 5: Forecast levels of SFBB coverage by 2015 (Final Third as identified by BDUK – Cabinets in EO lines)

<table>
<thead>
<tr>
<th>Number of premises: Total</th>
<th>Premises with no SFFB (white)</th>
<th>Residential premises with no SFBB</th>
<th>Business premises with no SFBB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blaby</td>
<td>40258</td>
<td>13089</td>
<td>12569</td>
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<tr>
<td>Charnwood</td>
<td>71307</td>
<td>21752</td>
<td>20972</td>
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<tr>
<td>Harborough</td>
<td>37567</td>
<td>16613</td>
<td>16088</td>
</tr>
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<td>Hinckley and Bosworth</td>
<td>48242</td>
<td>15755</td>
<td>15124</td>
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<tr>
<td>North West Leicestershire</td>
<td>42285</td>
<td>12735</td>
<td>11892</td>
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<tr>
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<td>22966</td>
<td>8440</td>
<td>8022</td>
</tr>
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<td>23500</td>
<td>3476</td>
<td>3396</td>
</tr>
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<td>286125</td>
<td>91860</td>
<td>88063</td>
</tr>
</tbody>
</table>
A3 Local Broadband Context Evidence of Need/Gap Analysis

Leicestershire’s geography
Located within the East Midlands, Leicestershire is the heart of rural England. It is the 27th largest county in England with a land area of 2,000km². The total population of Leicestershire is 645,800 making the County the 23rd largest top-tier authority in England.

68% of the population live within the County’s urban areas. This includes the principal town centres of Loughborough, Coalville, Hinckley, Market Harborough and Melton Mowbray, and a significant semi-urban population located around the City of Leicester. Leicestershire is primarily a rural county in terms of land area. See Appendix 11. 32% of the County’s population live in rural areas spread across 229 parishes and over 400 small settlements.

In very general terms there is an east-west split to the County. Towards the east, within the Melton and Harborough, the population is more sparsely population. There is greater reliance on the land-based sector, higher levels of home-working and home-based businesses and generally greater affluence. There is, however, significant variation between Melton and Harborough. To the west the rural economy more strongly aligns to urban areas, with a higher population density and more pockets of deprivation. It also includes over half of the area of the National Forest which is a growing tourism hotspot within the county. Within this are there are some of the County’s flagship attractions – including Bosworth Battlefield and Twycross Zoo.

Leicestershire is located at the centre of the national transport infrastructure. The M1, M69, M42 and M6 motorways are the principal access roads. East Midlands Airport is located to the north-west of the County – serving Derby, Nottingham and Leicester. The County is served by the East Midlands Trains main line rail service which connects East Midlands Parkway (nr East Midlands Airport), Loughborough, Leicester and Market Harborough. There are also 2 local routes serving 7 towns including Melton Mowbray and Hinckley. A number of waterways cross the County, including the rivers Soar and Wreake and the Ashby de la Zouch and Grand Union canals. These extend into areas with poor broadband connectivity.

Digital exclusion
A digital inclusion review conducted for Leicestershire in 2007 identified that the digital gap was greater for businesses than residents when compared to national averages. Despite this there were specific groups of residents who are classified as hard to reach and disadvantaged and the review identified the need to better define these groups, ensure objectives are clearly defined and that co-ordination is effective.

Poor access to services
Many residents within rural areas, including young, older and vulnerable people, either rely on services being delivered locally to them or transport links to services delivered in nearby town centres. Access to services within rural areas has reduced significantly over recent years as post offices, village shops and public houses have closed. Current reviews of public and community transport provision are likely to place further pressure on residents’ ability to access services. Public sector service providers see improved broadband connectivity as essential in helping rural residents’ access services.
**Ageing population projection**
In 2008 the 60+ population was estimated at 151,000 in Leicestershire. As a result of improved life expectancy, in line with long-term trends, this is projected to increase by 36% by 2023. The ageing population is expected to be greatest within more rural areas – especially Harborough district. SFBB and associated demand stimulation activities will be essential to ensure that older residents in rural areas will have access to services.

**Housing growth and affordability**
The former Regional Plan identified a housing need of 2740 units per annum to 2026 in Leicestershire. Leicestershire’s local planning authorities are currently profiling housing development within their Local Development Frameworks. Allocations are focused in urban areas, primarily within sustainable urban extensions (SUEs), with very limited allocation of housing within rural areas. Within rural areas, where market housing costs are higher, significant focus has been on delivering affordable housing through the exception site policy. With greater financial pressures other delivery models are being explored. Through the programme we will work with suppliers, developers and local planning authorities to ensure new housing developments receive SFBB – especially where new housing growth could help bring forward SFBB for existing communities and businesses.

**Employment and business growth**
In 2008 Leicestershire’s estimated GVA is £13m (including Rutland). GVA per head is £19,100. This is below the England average of £21,000 but slightly above the East Midlands average of £18,000. Between 2007 and 2008 Leicestershire GVA growth rate fell from 7.6% to 3.5% - representing more than a 50% drop. Median weekly residential and workplace earnings in Leicestershire are slightly below the England and East Midlands averages.

**Skills and recruitment**
Despite greater competition for job vacancies there is a skills gap within Leicestershire – primarily for skilled professional vacancies. The lack of qualifications is considered to be greater problem for Leicestershire businesses compared to neighbouring East Midlands authorities. Particular skills gaps identified by employers include customer care, oral communication, management/supervisory skills, and team working.

**Indices of Multiple Deprivation (IMD)**
IMD 2010 identified that overall all Leicestershire districts have been ranked more deprived since IMD 2007. Whilst there is concern that generally IMD has been more effective at measuring deprivation within urban areas, with Leicestershire being identified as the 12th least deprived local authority, the Barriers to Housing and Services domain reveals particular challenges of living in a rural area where connectivity is poor. Twycross and Sheepy villages have been identified as the most deprived in terms of this domain. Other communities within Leicestershire’s top ten are located within Melton, Harborough and Hinckley and Bosworth districts.

**Unemployment**
Although generally working age unemployment levels in Leicestershire are lower than the East Midlands and UK average there are areas, primarily in the principal towns, where this is a significant problem. This includes Wigston, Coalville, Hinckley and Melton Mowbray. There is evidence that former public sector professionals are establishing home-based businesses. With necessary support SFBB deployment will help generate and nurture new business growth across Leicestershire.
Leicestershire County Council, with other East Midlands authorities, has procured a Cabinet Office approved PSN. emPSN has 3 strands: corporate, schools, and community. Community was an integral part of the procurement and evaluation process. Suppliers were invited to present solutions on how the PSN could provide a backhaul feed using school or corporate sites. Whilst top-tier local authorities will act as anchor tenants it is expected that other public sector organisations, including district councils, will join therefore ensuring greater efficiencies. Through competitive dialogue KCOM has been selected as the preferred supplier with other suppliers being on a framework to offer tail circuits. It is considered that in some locations in Leicestershire the PSN could deliver the connectivity required by some communities. The location of LCC schools is illustrated in Appendix 12. This demonstrates that schools could support connectivity in areas where there is no BT exchange. c.6 pilot community projects in Leicestershire are currently being explored to ascertain if the PSN could provide an effective and sustainable backhaul. This includes the Vale of Belvoir and Swepstone and Newton Burgoland. We are committed to ensure that the County Council’s Big Society grant funding could support feasibility and deployment costs within remote rural areas.

A4 Scope of Project (describe your project)

Summary

Our vision is to deliver super-fast broadband to all Leicestershire premises by 2017, subject to securing necessary funding, through either a prime contractor or a sustainable community-led solution.

Objectives

- **Objective 1**: Deliver “standard” universal broadband to all Leicestershire premises by 2015 which is reliable, robust, future-proofed, significantly better than currently experienced, and at a minimum of 2Mbit/s
- **Objective 2**: Deliver SFBB to at least 90% of premises by 2015 at a minimum of 30Mbit/s, extending to 100% by 2017 subject to securing necessary funding.
- **Objective 3**: Ensure that all super-fast deployment is sustainable and adaptable to meet future technological advancements and connectivity demands.
- **Objective 4**: Encourage broadband access through at multiple retail service providers who offer broadband services at prices equivalent to national averages.
- **Objective 5**: Support economic growth and enable digital inclusion to ensure that Leicestershire is an attractive investment market by delivering an effective demand stimulation programme. This will ensure 45% take-up in white areas and 25% in grey and black areas.\(^6\)
- **Objective 6**: Deliver best value for the significant public sector infrastructure investment without the need for on-going subsidy.
- **Objective 7**: Ensure the effective phasing of the SFBB roll-out programme across Leicestershire to ensure that deployment meets the needs of communities, businesses and public sector partners.

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\(^6\) Percentage is the number of premises who take up enhanced super-fast broadband services of the total number of premises who have access.
- **Objective 8**: Ensure the network enables the transformation of public services and supports the effective use of digital technologies to improve access to services.
- **Objective 9**: Ensure that all Leicestershire residents and businesses are able to take advantage of digital technologies and online services.
- **Objective 10**: To co-operate fully with neighbouring Local Broadband Plan areas to ensure effective and sustainable deployment.
- **Objective 11**: To align deployment under the Broadband Leicestershire programme with other broadband deployment activities and programmes e.g. business leased-line Ethernet, emPSN, mobile broadband, new housing developments.

**Core partners**
The core partners are the top-tier authority together with the District Councils and community groups/representatives
- Leicestershire County Council (Local Body lead)
- Blaby District Council
- Charnwood Borough Council
- Harborough District Council
- Hinckley and Bosworth Borough Council
- Melton Borough Council
- North West Leicestershire District Council
- Oadby and Wigston Borough Council
- Rural Community Council (Leicestershire and Rutland)
- Community-led broadband groups

Furthermore the delivery of SFBB is critical to the priorities of both the LLEP and Leicestershire Together. Leicestershire Constabulary and NHS Leicestershire and Rutland is supportive of our efforts to improve connectivity.

**Geographical area and premises covered**
The geographical area covered by our Plan is outlined in SFBB state aid map illustrated in Appendix 8. This will be amended to reflect the announced upgrade of the Sileby and Braunstone exchanges and any further announcements from BT expected in March and June/July. The scope of the programme is summarised in Table 6.

### Table 6: Scope of the deployment programme

<table>
<thead>
<tr>
<th>Scope of our capital programme (white areas)</th>
<th>Total number of premises</th>
<th>No. of postcodes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blaby</td>
<td>13089</td>
<td>631</td>
</tr>
<tr>
<td>Charnwood</td>
<td>21752</td>
<td>1133</td>
</tr>
<tr>
<td>Harborough</td>
<td>16613</td>
<td>1127</td>
</tr>
<tr>
<td>Hinckley and Bosworth</td>
<td>15755</td>
<td>892</td>
</tr>
<tr>
<td>North West Leicestershire</td>
<td>12735</td>
<td>882</td>
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<tr>
<td>Melton</td>
<td>8440</td>
<td>510</td>
</tr>
<tr>
<td>Oadby and Wigston</td>
<td>3476</td>
<td>153</td>
</tr>
<tr>
<td><strong>Leicestershire</strong></td>
<td><strong>91860</strong></td>
<td><strong>5328</strong></td>
</tr>
</tbody>
</table>

**Balancing speed and coverage**
There is acceptance of the need to balance speed and coverage within our Plan. Leicestershire local authorities are investing significant capital funding in excess of the minimum match requirements to deliver 90:10 and expect to work with a supplier to achieve
SFBB coverage in excess of 90% across Leicestershire – with an aspiration to meet 100% coverage by 2017, subject to securing necessary funding.

Prioritisation of service levels and phasing
Our local prioritisation of specific areas and service levels will be established during the call-off dialogue with suppliers. Discrete priority areas will be identified within Leicestershire and dedicated implementation plans will be developed. Each will have an agreed set of contractual indicators and funding will be released to the successful telecoms supplier when these have been achieved.

Key principles to guide deployment prioritisation
- Funding package in place with support from respective District Council
- Delivery in rural areas to be balanced within more urban areas
- Prioritising those areas with the greatest business density, need and future growth prospects
- Prioritising those areas where there is an identified need to support public sector transformation
- Alignment between demand stimulation activity and roll-out to ensure that demand achieves targets at appropriate milestones
- Ensuring that community groups and parish councils within the most remote rural areas have sufficient capacity to support development of community-led solutions.
- Taking full advantage of efficiency saving associated with the rolling out to areas adjacent to areas where the market will deliver SFBB without public subsidy (e.g. sweet-spots)

This approach will enable us to balance the commercial drivers of suppliers with our own priorities for economic growth and community development.

Businesses and communities within Melton and Harborough, with significant support from their respective district councils, for example, have identified SFBB connectivity as their primary locality objective. We consider that there is significant potential for communities and businesses in these areas and would seek to prioritise deployment as part of Phase 1.

Evidence which will inform prioritisation in practice
- Business locations and density mapped against “white” areas
- Forecast areas of growth and investment priorities
- Areas lacking access to public transport mapped against white areas
- Areas of multiple deprivation
- Travel to work areas
- Public sector networks and the public sector estate

Furthermore, as part of demand registration and stimulation activities we are inviting businesses and residents to suggest how SFBB rollout should be progressed.

Role of community broadband and the Public Sector Network
Our vision is to ensure that SFBB is deployed to all Leicestershire premises by 2017, subject to securing necessary funding, with more than 90% having access by 2015. Within the Final 10% most remote rural areas where SFBB deployment will be a significant challenge community-led activity will be critical. To maximise the opportunity we will work with the Leicestershire Rural Partnership to help deliver SFBB in these areas. Specific activities include:
- Allocate funding to commission targeted activity which supports communities develop community-led solutions.
- Support communities to deploy improved connectivity – either through supporting bids to Defra’s Rural Community Broadband Fund or through LCC’s Connecting Leicestershire’s Communities fund.
- Aligning community-led deployment, where possible, to the guidance identified to deliver Defra’s RCBF.
- Ensuring maximum opportunity to deploy community broadband through emPSN. Two communities in Leicestershire are at an advanced stage of considering opportunities to deploy through the PSN.

SECTION B – CUSTOMER AND COMMUNITY ENGAGEMENT

B1 Demand Stimulation

Broadband Demand Campaign
We will co-ordinate a comprehensive and effective demand campaign working with a range of partners through both established and new communication channels – reaching all 646,000 people and 286,000 premises. We aim to achieve 45% take up in white areas and 25% take up in other areas. Activities will build on our successful support of previous deployment programmes. A full communications plans is currently in development. The demand campaign is funded with in-kind support from project partners.

The County Council’s communications team will co-ordinate all PR activity working with other district partners. Additional support will be provided from LCC data management and research and information colleagues during the programme.

Initially we launched a survey of businesses and residents which will capture current connectivity issues and future needs. It will also support our deployment programme including identifying priority areas.

All demand activity will be promoted though a dedicated website at www.leics.gov.uk/broadband. This is currently an interim webpage. Social media will also be used to encourage participation including a blog at http://broadbandleicestershire.blogspot.com and twitter feed at @BroadbandLeics.

Our customer base
There is emerging a significant demand for improved broadband connectivity across Leicestershire. This will be confirmed through the demand stimulation programme. Without any direct publicity 30 Leicestershire communities have registered a concern about broadband connectivity. We will target SMEs and micro-enterprises as a priority but will also seek support from larger employers across the sub-region who may benefit from improved residential connectivity as part of home-working policies, or communication with suppliers.

Our demand strategy, scope and targets
Our vision will be work closely with customers, businesses, residents and communities to generate demand for SFBB. Elements will include a general promotion campaign, community support programme, business support programme, and a skills development
programme for businesses, residents and public sector users. The demand stimulation programme will cover all of Leicestershire but will prioritise white areas. The programme will aim to achieve

- 45% take-up across the white areas – thereby encouraging greater capital investment from the private sector.7
- 25% take-up within grey and black areas to support improved market-led deployment in more urban areas.

Where possible we will adopt national tools including those made available through BDUK and those developed by INCA and the Rural Broadband Project which supports community-led deployment.

Our approach
Businesses
Our support to encourage demand within the business community will be aligned to wider economic development activity being led by the LLEP and District Councils. A key element will be commissioning the Leicestershire Business Council to lead on specific elements. These could include

- Mentoring to demonstrate how SFBB could transform businesses and tailored advice for basic users/adopters
- Targeted events tailored to those sectors which face strong skills, knowledge and confidence gaps
- Peer-to-peer support using business associations (e.g. FSB, Chamber of Commerce) sector networks and business support intermediaries (e.g. banks, accountants, surveyors), to provide trusted support to SMEs.
- Skills development workshops to equip businesses with skills to utilise the opportunities from SFBB.
- A white label promotion campaign which can be tailored to specific sector needs.

Consumers, residents and communities
There are 5 elements to our community demand stimulation programme. We will work closely, for example, with parish and town councils and the voluntary sector, including the Rural Community Council (Leicestershire and Rutland) and district councils. The programme will align to existing ICT adult education training and will be hosted within community buildings where there is ICT/internet provision.

- Developing a network of connectivity Community Champions to act as advocates promoting the wider programme and supporting individual community’s broadband needs. This will build on the current LCC community ICT programme where local champions volunteer to administer community and parish council websites. An annual event will facilitate networking, promote key messages and enable sharing best practice.
- Interactive community workshops in priority communities which face strong skills, knowledge and confidence gaps
- Skills development programme to equip basic adopters with skills

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7 Percentage is the number of premises who take up enhanced super-fast broadband services of the total number of premises who have access.
- Programme of dedicated support, commissioned through the Leicestershire Rural Partnership, to help communities within the most remote rural areas which are at risk of not receiving SFBB to help bring forward community-led solutions. The programme will help communities with consultation, technical support, and, potentially, deployment costs. This will be aligned, where possible, to the guidance outlined in the Defra RCBF.
- White label promotional campaign across the county – tailored at key audiences including young and older people.

The County’s network of 25 Community Forums, the Leicestershire and Rutland Association of Local Councils, and established local authority community engagement activities will act as the primary engagement process with communities.

Public sector users
Support to encourage channel shift within public service user groups will be aligned with our public sector partners’ priorities to ensure maximum benefits are derived. The programme will include working with priority user groups, including young people and older people, to build their confidence and help them access, respectively, e-learning opportunities and health and social care provision. We will work with wider public sector service providers to help them develop and promote online service channels. Basic ICT training courses, encouraging non-internet users to get online, will further support the use of online public services.

Funding and delivery
Leicestershire County Council has allocated a dedicated revenue budget to deliver demand stimulation activities. We will work with the preferred supplier to increase this allocation. Detailed costing for elements of the demand stimulation programme and implementation plans will be developed. A dedicated qualified project officer will co-ordinate all demand stimulation activity and ensure alignment with the wider deployment programme.

Impacts and benefits of a range of activities within the demand stimulation programme will be identified and monitored. This will include the number of businesses supported, skills development, the success of promotional campaigning, number of Community Connectivity Champions, and number of community-led deployment projects.

B2. Demand Registration

Demand from business, residents and communities.
In late February 2012 we launched our demand registration campaign across Leicestershire. This is encouraging businesses and households to identify current connectivity issues, future broadband aspirations and views on deployment priorities. More information is available at www.leics.gov.uk/broadband. The results of these surveys will be reported in May 2012 and will be used as part of call-off discussions. By mid-April over 3300 responses had been received from across Leicestershire.

A number of individual communities have already undertaken detailed local demand registration work. These have confirmed connectivity issues and identified significant demand for improved service. In some instances residents and businesses are prepared to pay more, including a possible connection charge, in order to secure an improved service.

Public Sector
Universal high speed broadband connectivity is considered essential by public sector organisations in order to realise the full potential of public service transformation and enable improved service delivery to communities and residents. Leicestershire’s public authorities have developed a range of critically important efficiency and service transformation programmes which will drive change – enabled by improved connectivity. Further details are below.

**Modern working practices**
Leicestershire County Council’s WorkWell programme includes an office strategy which has rationalised the number of County Council premises and established a number of ICT enabled touchdown points for mobile and flexible workers. Video conferencing is also available. It also includes an Agile IT programme which promotes better use of existing IT facilities and delivering new and innovative technology solutions that support new and flexible ways of working "any time, any place, anywhere". WorkWell is encouraging staff across the Council to embrace different ways of working to help support improved flexibility and better delivery of services for the future. It also helps reduce LCC’s carbon footprint, ensures the authority can put the customer first, and helps to improve efficiency.

**Improving access to public services**
All local authorities are developing their online presence and encouraging residents to access services through a reduced number of channels. Online services include planning applications, revenues and benefits, environment and waste.

Leicestershire was a successful Total Place pilot area under the last Government. The access to services strand sought to identify a coherent, holistic vision for customer services in Leicestershire. Across the area there are c600 publicly-funded access to service channels (e.g. face to face, customer call centres, websites) costing £16.6m pa. A number of public sector organisations are now working to deliver a series of recommendations to simplify, rationalise and improve service channels, and, therefore, improve access to public services. A key element of this is the development of a countywide Access to Services Strategy.

Public sector organisations are working together to improve efficiencies and simplify the customer journey. The Web Unity Partnership, for example, brings together 4 district councils to share web development resources and, therefore, avoiding unnecessary duplication.

Leicestershire County Council’s Online Strategy seeks to develop the authority’s online presence, provide an inclusive and integrated way to serve the community and better manage online assets. The implementation programme, to be completed by December 2013, will refresh technology platforms, launch new functions (e.g. e-petitions, e-payments, mobile solutions, social media, policy automation), and improve the interface with services and partners (Adult Social Care, access to services).

**NHS Leicestershire and Rutland**
Leicestershire County and Rutland PCT (LCRPCT)’s Health Information System (HIS) department is rolling out/exploring a programme of service improvements which will rely on improved connectivity. This includes

- Improving ICT connectivity for GP surgery staff (on-site and remote access) to take advantage of new services delivered by healthcare partners and central NHS.
- Developing interactive services for patients – e.g. appointments, repeat prescriptions, questionnaires. Patients subscribe to receive services and GPs promote uptake.
- Enabling GPs, district nurses and health visitors to access and update electronic records securely whilst visiting patients’ homes via a laptop or remote devices. The technological solution will be implemented in 2011/12 but will be dependent on a reliable broadband connection.
- GP surgeries see opportunity to use Voip services

PCT staff rely on computer applications which require 1Mbit/s upstream and downstream to be effective. In rural areas the available bandwidth is insufficient for applications to be successfully deployed. Without ubiquitous wireless/mobile coverage field staff rely on a variety of solutions which includes still picking up casework from a base. Efficiencies and opportunities to channel shift have not been realised. If wireless connectivity was available the PCT may be able to support this through revenue for mobile contracts.

**Library Services**

The County’s library service has a well developed online presence and increased the number of online transactions including book searches, renewals and reservations. E-library services have expanded significantly – including opportunities to increase revenue by encouraging Amazon book sales, online reference library, and establishment of a free e-books service. All libraries have internet enabled computers with support available to help residents access public services online. SFBB could further increase take-up and encourage the further improvement of e-library services. The Library Service has also pledged support to the Race Online 2012 campaign. This will be further developed through our broadband programme.

**Leicestershire Constabulary**

Leicestershire Constabulary is seeking to improve its online presence to improve residents’ ability to report crimes and track progress.

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**B3 Stakeholders**

**MPs** – All 7 of our MPs actively support our plan through letters of support. They have been asked to promote our demand registration survey and other elements of programme through their surgeries and engagement with constituents. We will engage them to support our lobbying for an increase in the indicative Leicestershire allocation.

**MEPs** – We have invited the support of our 5 MEPs covering Leicestershire. We have provided detailed information about the programme and invited their commitment to support any ERDF funding bid if required.

**Elected Members** – Leaders, portfolio holders, cabinet members and elected members have led the development of our plan and will continue to be actively engaged through delivery. Members have engaged with residents, businesses and community groups within their respective Divisions and Wards and will be critically important in helping to raise demand. All members will be kept updated through established communication channels. All members, for example, are strongly engaged through the local Community Forums which are well attended by communities, service providers and businesses.
Communities – Aligned to our Big Society aspirations communities are at the heart of our programme and a number of active groups have influenced and developed our programme through its development. The Rural Community Council (Leicestershire and Rutland) and the County Council’s Community Engagement Team, who co-ordinate our 25 Community Forums, have taken an active lead ensuring effective communication and engagement with parish councils. Through the Leicestershire Rural Partnership we are seeking to commission dedicated support to work direct with rural communities who are at greatest risk of not receiving SFBB. We have also worked with the Leicestershire and Rutland Association of Local Councils, who represent most parish councils. We have also used established district council networks, including business clubs and annual parish liaison events to promote the programme.

Local authorities – All District Councils and local councils across our area have been involved in the development of this plan. 4 of our 7 districts have committed significant funding to help deploy SFBB within their areas. The remaining 3 have confirmed their commitment to support the programme through promotion of the demand registration survey. Detailed connectivity information has been made available to district councils under a confidentiality agreement to inform the deployment schedule.

Leicester and Leicestershire Enterprise Partnership – the LLEP has been fully engaged during the development of our plan. The LLEP views our strategy as essential to delivering their priorities including accelerating existing enterprise growth, improving productivity and survival, and facilitating sector development to achieve economic growth.

Leicestershire Together – Improved broadband connectivity will help deliver a range of strategic priorities contained in Leicestershire Together’s draft revised Sustainable Community Strategy. LT, chaired by the County Council’s Leader, has been kept informed of progress to develop the broadband plan. Broadband deployment has been discussed extensively and is emerging as a high priority through the challenge process established to ensure the effective commissioning of public services.

Public sector partners – Leicestershire Chief Executives have been working closely with other public sector organisations and the programme has the support of Leicestershire Constabulary and the Chief Executive of NHS Leicestershire and Rutland. There is strong alignment between this Plan and public sector organisations’ e-strategies and online delivery of services. The FE and HE sector has also been consulted and they are supportive of the programme in terms of their corporate priorities to encourage flexible working and their development of e-learning platforms.

Businesses and business organisations – the LLEP has commissioned the Leicestershire Business Council to lead all business engagement. The Council, through direct members and organisations, has access to 8000 businesses in the sub-region. We have secured the full support of the Business Council. They will help with promotion and engaged within the business sector and lead on specific of demand stimulation activities.

Residents – We have publicised the project direct to local residents though local authority and community magazines. The County Council’s bi-annual journal – Leicestershire Matters – is delivered to all households in the County. Leicestershire’s network of community websites (www.leicestershirevillages.com), and community newsletters have also been used to promote the programme. The network of 25 Community Forums across Leicestershire is a
key communication channel where we will continue to engage elected members, residents and businesses.

**Future stakeholder engagement** – A full stakeholder engagement plan will be developed to help ensure the effective delivery of our plan. This will be discussed with our preferred supplier and they will be invited to support it. The plan will identify all communication, engagement and consultation activity undertaken through the programme. It will also include key messages and target audiences. Strategic priorities of the plan will be to
- Communicate effectively the need for SFBB
- Ensure key influences are aware of key issues – e.g. planning authorities, all elected members, and peers, highlighting the economic, social and digital inclusion advantages.
- Identify key stakeholders and ensure communication channels are appropriate to best encourage engagement and support
- Ensure clarity, consistency and transparency in all communication

**Managing delivery**
We have established a good relationship with the Highways Authority’s streetworks and highways maintenance colleagues and will ensure that supplier(s) work closely with them to ensure disruption during deployment is kept to a minimum. We will engage with businesses and communities in advance to ensure they are aware when deployment is scheduled to both avoid inconvenience and generate support for SFBB. Where possible we will jointly schedule works. Primary suppliers are licensed to install equipment in the highway and are well aware of existing requirements under the NRSWA Act. We will work closely with communities and small suppliers within remote rural areas to ensure they understand responsibilities under the Act and, therefore, ensure the effectiveness of community-led broadband. The County Council will explore where it can offer additional support through trained on-site inspection officers.

We will also engage with all local planning authorities to avoid any delays from planning issues and work with the CLA to ensure wayleaves are expediently negotiated where required.

The engagement programme will be managed by the County Council’s communications team working in partnership with other partners.

**SECTION C – FINANCIAL INFORMATION**

**C1  Funding Requirements**

**Summary**
Our plan includes 4 inter-related funding elements

1) Delivering the broadband infrastructure (capital) (core area, Connecting Leicestershire’s Communities fund)
2) Procurement, legal and technical support to call off BDUK Framework (revenue)
3) Capacity building and technical support to deliver community-led projects (revenue)
4) Demand stimulation programme (revenue)

All funding is committed. Further capital funding is required from BDUK (indicative allocation at least) and the preferred supplier to reflect BDUK’s costs breakdown. In view of the
significant public sector financial commitment to deliver in excess of 90% SFBB we seek to accelerate our deployment programme. Deployment will be undertaken in 2 phases

Phase 1
- **Objective 1**: Deliver “standard” universal broadband to all Leicestershire premises by 2015 which is reliable, robust, future-proofed, significantly better than currently experienced, and at a minimum of 2Mbit/s
- **Objective 2**: Deliver SFBB to at least 90% of premises by 2015 at a minimum of 30Mbit/s, extending to as close to 100% as possible.

Phase 2
- **Objective 3**: Deliver super-fast broadband to all Leicestershire premises by 2017 through either a prime contractor or a sustainable community-led solution, subject to securing necessary funding.

**Summary of funding requirements for Phase 1**
Our modelling, based on financial information provided by BDUK, identifies that the cost to deploy SFBB to all Leicestershire premises is a minimum of £20m. This cost excludes deployment of SFBB to both non-Leicestershire cabinets which serve Leicestershire communities and exchange only lines. The funding profile below outlines how will propose to get close to the £20m required.

Based on the BDUK’s required match funding arrangements we assume Leicestershire allocation of £3.14m would mean a total cost of c.£13m to deliver 90:10. This is compared to costs derived from a funding model developed using Point Topic postcode data and BSG’s 2008 cost model by geotype. This identified that to deploy SFBB to Slow Spots in Leicestershire would cost £20m for FTTC and £125m for FTTP.

**Phase 1 Projected proposed funding package**

<table>
<thead>
<tr>
<th>Funding source</th>
<th>Amount (£m)</th>
<th>Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CAPITAL FUNDING</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Local authority contribution</td>
<td>£6.4m (tbc)</td>
<td>£4m LCC (confirmed); £2.4m District Councils (tbc). In process of securing District Council commitment to fund.</td>
</tr>
<tr>
<td>BDUK contribution</td>
<td>£3.14m</td>
<td>Following advice from Atkins we are seeking an increase in this allocation</td>
</tr>
<tr>
<td>ERDF contribution</td>
<td>Tbc</td>
<td>Working with other East Midlands authorities to secure ERDF funding if required.</td>
</tr>
<tr>
<td>Private sector contribution</td>
<td>£9.5m tbc</td>
<td>Seeking a match for public sector funding raised</td>
</tr>
<tr>
<td>Connecting Leicestershire’s Communities</td>
<td>£0.45m</td>
<td>To deliver community-led connectivity in the most remote rural areas. £300k from LCC and £150k profiled as private sector/community leverage</td>
</tr>
<tr>
<td>Capital sub-total</td>
<td>£19.49m</td>
<td></td>
</tr>
<tr>
<td><strong>REVENUE FUNDING</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project management (project team and external advisors)</td>
<td>£0.275</td>
<td></td>
</tr>
<tr>
<td>Demand stimulation</td>
<td>£0.130</td>
<td></td>
</tr>
<tr>
<td>Private sector demand stimulation</td>
<td>tbc</td>
<td></td>
</tr>
</tbody>
</table>
The capital cost, as outlined in the BDUK financial model, is based on delivering FTTC to 100% of all properties connected to a cabinet and a mixture of technologies (wireless, satellite) to the Final 10%. Our approach is technology neutral. We will discuss the technology mix with suppliers during the call-off process but are actively supporting the deployment of community-led broadband schemes within the most remote rural areas in Leicestershire where we consider SFBB deployment will be a particular challenge.

There is a risk that if other funding contributions are not secured then action will be taken to consider the following:
- Increase the public sector contribution
- Increase the private sector contribution
- Implement cost savings within the technical solution – including revising our SFBB deployment target.
- Revise our aspirations, requirements and performance objectives

We consider that with reduced funding then it is most likely that we would have to revise our SFBB deployment target across Leicestershire. We will seek to prioritise areas based on demand registration activity, advice from elected members, and financial commitment from district councils.

**Explanation of funding sources for Phase 1**

BDUK has advised that the indicative funding breakdown is 25% local body commitment, 25% BDUK and 50% private sector.

- **Local authority contribution** – Leicestershire County Council’s Cabinet has committed up to £4m to deploy SFBB. A further £600k has been allocated to support revenue costs and develop a £300k Connecting Leicestershire’s Communities fund. In total this is a significant contribution, in excess of the minimum required, at a time when the authority has identified budget savings of £74m. All District Councils have committed to support the programme and detailed discussions are being held regarding financial contributions totalling a potential £2.4m. Discussions with Melton and Harborough districts are more advanced.

- **BDUK contribution** – Leicestershire’s indicative allocation has been confirmed as £3.14m. This has been based on 81,396 modelled white areas with the total number of premises being 286,125. £38.5 per premise is allocated in Leicestershire compared to £55 in Northamptonshire – which is considered a comparable area in terms of connectivity issues. We will lobby to increase our allocated based on consultancy advice.

- **Private sector contribution** – will be secured in discussion with suppliers during the call-off process. We believe that the markets position is changing and private sector investment may be lower than 50% of total deployment costs. We believe that significant public sector commitment will still encourage significant private sector match.
- **ERDF contribution** – We are working with other East Midlands authorities to encourage a revision to the ERDF funding criteria which will allow greater opportunity for the East Midlands operational programme to support deployment costs.

**Delivery**

**Phase 1 delivery – Programme set-up and procurement – April 2012-January 2013**

Funding is fully committed to set up and procurement costs. We has assembled the project team to deliver our Broadband Leicestershire programme. Additional external legal and technical support is being procured and will be in place ready to call-off in September 2012 at the latest. In line with the BDUK timetable we will be able to complete call-off by the end of December 2012.

**Phase 1 delivery – Programme Delivery – January 2013-March 2015**

Our approach is to deliver a 2 year deployment programme commencing in February 2013 and concluding in March 2015. Within this we will break the County into discrete geographical areas to manage delivery effectively. Individual deployment schedules will be developed. We will balance out economic, community and public sector priorities with commercial realities. We have split funding equally between the years. Precise timings for payments will depend on requirements for up-front costs to be made, detailed supplier costings and any lag based on achievement of key performance indicators. Once in contract with the supplier we will adhere to agreed annual allocations.

**Indicative funding requirements in 2015-2017**

Our vision is to ensure universal super-fast broadband coverage by 2017, subject to securing necessary funding, and to realise the full benefits of SFBB through further public sector transformation, digital inclusion and support to grow our economy.
### Funding Table

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>£ millions</td>
<td>millions</td>
<td>millions</td>
<td>millions</td>
<td>millions</td>
<td>millions</td>
<td>millions</td>
</tr>
</tbody>
</table>

- **Private sector (Telecom Company) investment**
  - 2011-2012: £1.05
  - Jan 2012-March 2013: £4.22
  - April 2013-March 2014: £4.22

- **BDUK funding**
  - 2011-2012: £0.35
  - Jan 2012-March 2013: £1.40
  - April 2013-March 2014: £1.40

- **Other funding (Local Authority/PCT)**
  - 2011-2012: £0.71
  - Jan 2012-March 2013: £2.84
  - April 2013-March 2014: £2.84

- **Sub Total**
  - 2011-2012: £2.11
  - Jan 2012-March 2013: £8.46
  - April 2013-March 2014: £8.46

- **Other funding (European/ERDF)**
  - 2011-2012: tbc
  - Jan 2012-March 2013: tbc
  - April 2013-March 2014: tbc

- **TOTAL**
  - 2011-2012: £2.11
  - Jan 2012-March 2013: £8.46
  - April 2013-March 2014: £8.46

**Number of postcodes covered by the funding**
- 2011-2012: 592
- Jan 2012-March 2013: 2368
- April 2013-March 2014: 2368

**Number of premises (residential and non-residential) covered by the funding**
- **Residential**
  - 2011-2012: 9785
  - Jan 2012-March 2013: 39139
  - April 2013-March 2014: 39139
- **Non-residential**
  - 2011-2012: 422
  - Jan 2012-March 2013: 1688
  - April 2013-March 2014: 1688

---

**C2 Funding Structure**

**Proposed technical solution**
Suppliers will be invited during the call-off to present solutions for Phase 1 of the programme based on the overall outcomes and objectives which we wish to achieve as previously detailed. This will include:

- Delivery of “standard” universal broadband to all Leicestershire premises by 2015 which is reliable, robust, future-proofed, significantly better than currently experienced, and at a minimum of 2Mbit/s
- Delivery of SFBB to at least 90% of premises by 2015 at a minimum of 30Mbit/s
- Assurance that all super-fast deployment is sustainable and adaptable to meet future technological advancements and connectivity demands
- Access to a wide range of retail service providers at prices equivalent to national averages
Suppliers will also be invited to propose a technical solution as part of their sub-contracting arrangements will be explored to bring forward SFBB within the Final c.10% more remote rural areas – to include those hard to reach communities and those remote premises.

**Capital expenditure and asset ownership**
We anticipate that the private sector would own all infrastructure and the public sector contribution is a grant to gap-fund deployment. Payment to suppliers will be based on the achievement of key milestones – including service availability, quality, sign-up of a number of retail service providers. This will be part of contract discussions with providers.

**SECTION D – COMMERCIAL INFORMATION**

**D1 Commercial Case**

Leicestershire is proposing to adopt the BDUK Framework gap-funding model to deploy SFBB to a minimum of 90% of Leicestershire premises.

We previously considered developing a Big Society broadband model which worked community by community adopting the Jendens/Broadway Partners model. We have not progressed this model further.

**D2 Market Engagement**

We have been careful to ensure consistent, transparent and fair engagement with suppliers during the development of our plan and will ensure we progress this through procurement. During the development of our plan we have engaged with a range of suppliers including major UK companies and small operators to best understand their infrastructure, potential commercial solutions, and future investment strategies – including BT, Virgin Media, NextGenUS, County Broadband and a range of local SMEs. We have regularly engaged with BT, for example, to consider their commercial NGA rollout, potential complexities with a rollout in Leicestershire, investment priorities, and existing and emerging technology solutions. Furthermore, the Leicester and Leicestershire Enterprise Partnership hosted a business event with BT to discuss technology solutions and business needs.

Our market engagement to date has informed our understanding of the existing networks in Leicestershire as outlined in our plan.

Formal market engagement will be conducted as part of call-off procurement process. This will include opportunities to engage more fully with local suppliers who may be able to support our selected prime supplier in delivering our local requirements.

**D3 Procurement Strategy**
We intend to procure the solution using the BDUK Framework and anticipate being ready to commence a mini-competition in September 2012. All necessary arrangements are being undertaken as per BDUK’s call-off readiness guidance.

It is expected that variations will be made to the call-off evaluation criteria to reflect our intention to extend beyond 90% to 2015.

Measures to assess value for money will be included as part of the contracting arrangements. Internal performance management colleagues will support the development of a range of indicators to ensure value for money.

The project team will manage the procurement process with additional support engaged in the call-off process. Those involved in negotiations will include external technical support (as QA), finance, legal, procurement (LCC, ESPO) and funders (LCC, BDUK, districts).

SECTION E – DELIVERABILITY

E1 Project Management, Resourcing and Funding

Summary
Leicestershire County Council will act as the accountable body for grant agreements and contract negotiations. The overall governance will be through a Programme Board which includes high level representation from all partner organisations, together with senior officers and elected members. This newly established board will be based on the current project group established to co-ordinate the Local Broadband Plan submission.

Governance
The role of the Programme Board will be to steer the programme and ensure all strategic benefits are achieved, oversee procurement, rollout (prime, Connecting Leicestershire’s Communities fund), demand stimulation activities, and skills development. The board will include voting and non-voting members with voting reflecting funding commitment and risks. BDUK will be invited to sit on the Board. Membership will include lead members who will have a non-executive role. Other public sector partners will be represented through existing forums (e.g. Access to Services Working Group) and specific project steering groups. Our wider governance structure will set out how we will engage with other business groups (e.g. land-based), communities, parish councils and MPs. The Programme Board will establish time-limited project groups to develop and deliver specific projects.

Project Management Structure
The Plan will be managed by Leicestershire County Council. The authority has significant experience in delivery large complex community focused infrastructure projects. Recognising the complexity of this programme a dedicated project team is being established. This will consist of a Programme Sponsor (LCC’s Assistant Chief Executive), full-time Project Manager/Director and a part-time Project Officer. Local authority partners have agreed to fully fund the project team including secondment of lead officers and provision of in-kind
internal specialist support - including suitably qualified senior officers covering finance, legal, procurement and communications.

Leicestershire County Council will keep the project team resource under review to ensure there is sufficient capacity in place in order that procurement and deployment of super-fast broadband is effective and expedient. £300k has been allocated to develop the community-led Connecting Leicestershire Communities Fund and it may be considered appropriate to re-profile funding to supplement project team resources.

PRINCE2 principles will be applied for programme management and all team members will be appropriately accredited.

Our procurement (call-off) will be managed by the Project Team with additional support from BDUK and external legal and technical providers.
Leicestershire County Council has committed additional revenue funding to cover the project management, delivery and demand simulation activity. Leicestershire County Council agreed its financial commitment within Cabinet reports on the 13th September 2011 and 17th January 2012. Full Council agreed the Medium Term Financial Strategy on the 22nd February 2012. District Councils are in the process of formalising financial commitment to the project.

<table>
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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>£ Budget <strong>Project Team</strong></td>
<td>15</td>
<td>55</td>
<td>55</td>
<td>55</td>
<td>tbc</td>
<td>tbc</td>
</tr>
<tr>
<td><strong>External consultancy</strong></td>
<td>30</td>
<td>20</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Demand Stimulation</strong></td>
<td>20</td>
<td>55</td>
<td>55</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>15</td>
<td>105</td>
<td>130</td>
<td>130</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### E2 Timetable

Our programme is divided into 5 elements aligned to BDUK’s assurance framework:
- Preparatory Activity
- National Framework supplier warming
- Procurement
- Demand stimulation activity
- Deployment and Evaluation

**Our approach**

Through their support of this plan all partners have, therefore, committed to the vision, business case, expected benefits, resource allocations, quality controls, timescales and roles. We have agreed to procure super-fast broadband through the BDUK Framework. Based on the existing national timetable our outline timetable is outlined below.

<table>
<thead>
<tr>
<th>Key Milestone</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>LCC Match Funding Approved</td>
<td>Feb 2012</td>
</tr>
<tr>
<td>Local Broadband Plan submitted</td>
<td>Feb 2012</td>
</tr>
<tr>
<td>Dedicated project team in place</td>
<td>April 2012</td>
</tr>
<tr>
<td>Local Broadband Plan approved</td>
<td>April 2012</td>
</tr>
<tr>
<td>BDUK allocate procurement slot</td>
<td>April 2012</td>
</tr>
<tr>
<td>Pre-procurement preparation on delivery plan and Data Room undertaken. Awareness building, demand registration, demand</td>
<td>April-July 2012</td>
</tr>
<tr>
<td>Event</td>
<td>Date</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>stimulation development, district funding confirmed</td>
<td></td>
</tr>
<tr>
<td>Market consultation and State Aid submission (inc. bidder warm-up day,</td>
<td>July-August 2012</td>
</tr>
<tr>
<td>public consultation, bidder 1-1 days, SME, access to Data Room)</td>
<td></td>
</tr>
<tr>
<td>Mini-procurement competition (inc. launch bidder day, ITT, clarify</td>
<td>September 2012</td>
</tr>
<tr>
<td>questions, bidder responses, 1-1 days,</td>
<td></td>
</tr>
<tr>
<td>Final Solution Designs received</td>
<td>November 2012</td>
</tr>
<tr>
<td>Business and community demand stimulation programme commences</td>
<td>November/December 2012</td>
</tr>
<tr>
<td>Preferred bidder selected</td>
<td>December 2012</td>
</tr>
<tr>
<td>Contract award</td>
<td>December 2012</td>
</tr>
<tr>
<td>State Aid approval confirmed</td>
<td>December 2012</td>
</tr>
<tr>
<td>Due diligence period</td>
<td>December 2012/January 2013</td>
</tr>
<tr>
<td>Contract signed and rollout commences</td>
<td>January 2013</td>
</tr>
<tr>
<td>Implementation commences</td>
<td>February/March 2013</td>
</tr>
<tr>
<td>Delivery Milestone Review</td>
<td>December 2013</td>
</tr>
<tr>
<td>Delivery Milestone Review</td>
<td>March 2014</td>
</tr>
<tr>
<td>Delivery Milestone Review</td>
<td>June 2014</td>
</tr>
<tr>
<td>Delivery Milestone Review</td>
<td>September 2014</td>
</tr>
<tr>
<td>Delivery Milestone Review</td>
<td>December 2014</td>
</tr>
<tr>
<td>Implementation complete</td>
<td>March 2015</td>
</tr>
</tbody>
</table>

Each part is broken down into several work packages and we are in the process of developing a full project plan for these individual work areas. This will demonstrate the interdependencies between these areas and spend/funding profiles.

Adherence to PRINCE2 practices will ensure the effective management of the programme. BDUK and our appointed broadband supplier will act as the Senior User and Senior Supplier respectively.

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### E3 Expected Strategic Benefits

#### Summary
This plan will ensure the deployment of super-fast broadband in Leicestershire and help to ensure the County has a strategic advantage as a place to live, work, visit and do business.
It will deliver our own vision for Leicestershire’s businesses, communities and public sector organisations and will also make a significant contribution to the Coalition Government’s aim to ensure the UK has the best broadband network in Europe by 2015 and help to realise its wider Big Society aspirations.

**Economic competitiveness and business productivity**
We anticipate that delivery of SFBB within Leicestershire will improve competitiveness, increase productivity and drive innovation. Specifically it will improve our business productivity, strengthen our rural economy, support greater opportunities the self-employed, facilitate further home-working, drive inward investment, improve skills and wages, and help small businesses and micro enterprises to grow.

**Public sector transformation and efficiency**
This plan will be critical in helping to drive transformation in our public services. We expect significant benefits including cost savings and improved access to public services. The programme will deliver the wider aspirations shared by all public sector organisations to enhance their online offer and encourage channel shift. Furthermore, as demonstrated by Leicestershire County Council’s online strategy, SFBB deployment will help support policies to extend flexible and home-working opportunities, reduce office costs and further modernise working practices that make best advantage of new technological advances. SFBB will help improve access to services for residents and businesses based within remote rural areas and help reduce rural isolation.

**Communities and realising the Big Society**
Improved broadband connectivity will help bring significant social and community benefits across Leicestershire – supporting local community groups, individuals, voluntary sector organisations, and social enterprises. SFBB deployment will enable the further development of well-developed community engagement activities (e.g. Community ICT, Rural Community Council) and help establish new opportunities for communication, involving more residents, and extending voluntary networking within the County. As is anticipated with the public sector SFBB deployment will help reduce voluntary sector costs. Leicestershire authorities are committed to support the Government’s Big Society aspirations. An improved broadband infrastructure is essential to enhance engagement and encourage participation.

**Environmental benefits**
Through the implementation of more flexible working arrangements and improved access to online services the deployment of SFBB will have significant environmental benefits. The resultant reduction of carbon emissions will support our wider environmental commitments

**Monitoring benefits**
A full impact assessment methodology will be developed to measure the strategic benefits of SFBB deployment using a range of qualitative and quantitative data sources. We will seek to measure GVA benefits, economic competitiveness and business performance, public sector transformation, community well-being and environmental improvements.

A range of activities and measures will be monitored during the project and considered against our super-fast broadband rollout. These will include

- The number of new businesses in Leicestershire established
- Business performance through surveys to identify how broadband has impacted on investment, confidence and growth – measures will include, for example, increased home-working, employment growth, turnover, access to new markets.
- Increased uptake of self-service options delivered by public sector organisation in Leicestershire – including evidence of ability to extend public sector transformation through rollout
- Increased participation and demand for ICT and internet training provision offer in Leicestershire
- Community benefits identified through Social Return on Investment (SROI) assessment
- New housing developed enabled with super-fast broadband
- Increased home-working within public sector organisation and reduced business mileage/commuting.
- Ensuring maximum environmental and sustainable benefits are realised from communication infrastructure by reducing the need to travel, particularly by private car
- Public sector financial saving resulting from deployment and increased channel shift.

Baselines will be set and will be developed from local economic assessments (e.g. GVA, productivity), modelled broadband speed data and analysis from our broadband survey. These will be included in our ITT.

All data will be compared against the rollout of superfast broadband across Leicestershire, using the following data types:

- Number of residential and businesses passed in each of the phases by location and type.
- Take-up of the new services.
- Available (headline speeds) per premise.
- Actual customer speeds per premise.

### E4 Risk Management/Log

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
<th>Risk Assessment (Low, Medium, High)</th>
<th>Threat to Project/Mitigation (L, M, H)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Insufficient capacity and resource to manage and deliver the programme</td>
<td>M</td>
<td>M: Ability to re-profile capital and revenue funding allocation as required</td>
</tr>
<tr>
<td>2</td>
<td>Disagreements between public sector funding partners</td>
<td>L</td>
<td>M: Engaged closely with and Leaders and chief officers of funding partners to develop programme and governance structures which meet partners have agreed to.</td>
</tr>
<tr>
<td>3</td>
<td>Local authority partners are unable to fund their share of revenue and capital costs.</td>
<td>L</td>
<td>L: Minimum public sector investment already secured to deliver 90:10.</td>
</tr>
<tr>
<td>4</td>
<td>Failure to deliver Connecting Leicestershire’s Communities fund for the most remote areas due to procurement and state aid issues</td>
<td>M</td>
<td>M: Developing funding programme with necessary protection to ensure effective delivery of the fund. May develop framework to support communities. Seeking to grant aid to communities direct within de</td>
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<td></td>
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</tr>
<tr>
<td>5</td>
<td>Failure to secure state aid approval for core contract with prime supplier</td>
<td>L</td>
<td>H</td>
</tr>
<tr>
<td></td>
<td>L: Leicestershire programme is being developed to ensure adherence to BDUK state aid umbrella notification</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Failure to attract more than one bid from suppliers as part of the call-off</td>
<td>M</td>
<td>M</td>
</tr>
<tr>
<td></td>
<td>L: Following the BDUK procurement process. Competitive dialogue in development of the BDUK national procurement framework has ensured market competition.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial and Funding</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Failure to attract suitable qualified broadband supplier that will deliver objectives due to market constraints</td>
<td>L</td>
<td>L</td>
</tr>
<tr>
<td></td>
<td>L: Agreed to adopt the BDUK Framework to procure supplier. Will work closely with preferred supplier to ensure prioritisation of Leicestershire</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Insufficient public sector funding to deliver Broadband Leicestershire Vision</td>
<td>M</td>
<td>H</td>
</tr>
<tr>
<td></td>
<td>H: Minimum funding already secured. Working closely with other funding partners to secure their funding contribution to deliver Vision. Working with other East Midlands local authorities to secure additional investment through ERDF.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Unable to achieve insufficient private sector investment</td>
<td>M</td>
<td>M</td>
</tr>
<tr>
<td></td>
<td>M: Ensure that forthcoming demand evidence is robust and agreed by the private sector, and that the demand stimulation activity is effective</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Detailed survey by teleco increases delivery costs</td>
<td>M</td>
<td>M</td>
</tr>
<tr>
<td></td>
<td>H: Adopted the BDUK NDA data to analyse deployment costs. Consultants have undertaken due diligence on this.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Technical, legal and commercial barriers prevents the effective use of public sector networks</td>
<td>M</td>
<td>L</td>
</tr>
<tr>
<td></td>
<td>L: Procurement of emPSN included criteria to use the infrastructure to deploy community broadband. Additional resource working with communities to develop opportunities.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Delivery</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Delivery by the private sector does not meet standard of expectations</td>
<td>M</td>
<td>H</td>
</tr>
<tr>
<td></td>
<td>H: Strong contract management with supplier and ISPs and effective stakeholder engagement to manage expectations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Demand stimulation fails to raise take-up/realise benefits</td>
<td>M</td>
<td>M</td>
</tr>
<tr>
<td></td>
<td>M: experienced providers will be commissioned to deliver stimulation programme</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>The wider public sector does not fully utilise to transform service delivery</td>
<td>L</td>
<td>H</td>
</tr>
<tr>
<td></td>
<td>M: High-level commitment to develop online service delivery channel. Stakeholder engagement plan will ensure effective coordination.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Lack of interest and capacity within remote rural areas restricts SFBB deployment</td>
<td>L</td>
<td>M</td>
</tr>
<tr>
<td></td>
<td>M: Significant demand already in rural areas. Experienced partner will be commissioned to deliver support to help bring forward community-led SFBB schemes in the most remote areas. Targeted stimulation within rural areas.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Planning permissions, wayleaves and streetworks issues delay</td>
<td>L</td>
<td>M</td>
</tr>
<tr>
<td></td>
<td>M: Currently working closely with all relevant officers and the CLA to</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**SECTION F – STATE AID**

**F1  State Aid Confirmations**

Leicestershire County Council, as the administrative body, for the Broadband Leicestershire programme, is aware of the State Aid implications of proceeding with this project and understands that steps will be taken to ensure compliance with EU State Aid rules. We will apply to BDUK for state aid clearance under the delegated powers that BDUK will receive from the EU.

As part of our adherence to BDUK’s State Aid exception we agree to secure/undertake;

- detailed mapping of the target areas.
- a public consultation of at least one month to test mapping;
- an open and technology neutral tender process to deliver the most economically advantageous offer;
- a minimum 7 year effective wholesale access obligation on the successful supplier;
- prices for wholesale access to the subsidised network are subject to a benchmarking mechanism to be included in the contract with the successful supplier;
- a claw-back mechanism (and associated reporting obligations) within the contract with the successful supplier.

**CEO sign off/Section 151 Officer/Executive Member (portfolio holder)**

a) Submission:

In submitting the Local Broadband Plan, I verify that the proposal fits with corporate policy.
b) Submission:

In submitting the Local Broadband Plan, I verify that the proposal fits with corporate policy

Signed: REDACTED

Name: Mr. David Parsons CBE

Job Title: Leader, Leicestershire County Council

Date: 28\textsuperscript{th} February 2012

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c) Submission:

In submitting the Local Broadband Plan, I verify that the proposal fits with corporate policy

Signed: REDACTED

Name: Byron Rhodes

Job Title: Cabinet Lead Member for Broadband, Leicestershire County Council

Date: 28\textsuperscript{th} February 2012

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d) Submission:

In submitting the Local Broadband Plan, I verify that the proposal fits with corporate policy

Signed: REDACTED

Name: REDACTED

Job Title: Chief Executive, Leicestershire County Council

Date: 28\textsuperscript{th} February 2012
The Local Broadband Plan should be sent to BDUK when ready and should consist of a completed Plan covering all the topics as set out in this template. Proposals should not exceed 40 pages in length. Please do not include supplementary material other than mapping information and a project plan.

Three hard copies of bids and supporting material should be submitted to:

Barbara Booth
Broadband Delivery UK
Department for Culture, Media and Sport (DCMS)
2 - 4 Cockspur Street
London
SW1Y 5DH

Envelopes should be marked ‘Submission for BDUK Broadband Funding’.

An electronic copy should also be submitted to kevin.hanlon@culture.gsi.gov.uk
Broadband Leicestershire: Appendices

Appendix 1: Not Spots and Slow Slows in Leicestershire (BDUK December 2011)

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Source: BDUK December 2011
Appendix 2: Exchange markets in Leicestershire

Red – Market 1
Amber – Market 2
Green – Market 3

Source: SamKnows
Appendix 3: BT deployment of SFBB by Exchange – map

REDACTED

Source: BT
Appendix 4: BT deployment of SFBB by Exchange – list

Accepting Orders (Yellow, Pink)
Coalville
Hinckley
Ibstock
Kirby Muxloe
Loughborough
Lutterworth
Market Harborough
Narborough
Oadby
Quorn
Stoneygate
Sutton In The Elms
Swadlincote

June 2012 (Red)
Shepshed

March 2012 (Mauve)
Ashby De La Zouch
Rothley

End of 2012 (Green)
Braunstone
Leicester Central
Montfort
Sileby
St Barnabas

Source: BT
Appendix 5: BT Telephone Exchanges – locations and boundaries

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Source: Point Topic, Sam Knows, BDUK
Appendix 6: Virgin Media network

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Red areas illustrate unit post codes with VM coverage

Source: BDUK December 2011
For the Basic Broadband map, each postcode is turned grey if:
• if its current ADSL speed is greater than 2 Mbit/s,
• or if it is in a Virgin Media area,
And each postcode is turned black if it satisfies both of these conditions. All other points remain white.
For the Next Generation Broadband map, each postcode is turned grey if:
- its estimated VDSL speed is >15 Mbit/s AND it is scheduled to be upgraded by BT AND it is not an ‘exchange only’ line,
- or if it is in a Virgin Media area,
And each postcode is turned black if it satisfies both of these conditions. All other points remain white.
Appendix 10: Modelled risk mapping – market-led deployment to 45%, 65% and 90%

Market-led deployment to 45% (i.e. current BT deployment in Leicestershire)

Market-led deployment to 65% (i.e. models the Final Third)

Market led deployment to 90% (i.e. models the Final 10%)

Risk of not receiving market-led broadband

- Amber risk
- Red risk

Source: CLG/Analysys Mason.
http://www.communities.gov.uk/publications/communities/assessmentngafinalreport
Appendix 11: Rural/Urban Definition for Leicestershire

N.B. All shaded areas are classed as rural
Source: Defra
Appendix 12: Location of Leicestershire schools on the emPSN network

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emPSN schools network
- School with copper connection
- Fibre enabled school

Source: EMBC